

ABSTRACT

Information is provided to a participant, and a quiz or questionnaire about the provided information is subsequently administered. In the quiz embodiment, the participant receives a reward (such as a credit at an on-line shopping web site) if the performance on the quiz is adequate. Tying the reward to adequate performance on the quiz ensures that the information provided has been adequately learned. In the questionnaire embodiment, the participant receives a reward for answering all of the questions. Preferably, incorrect answers are corrected to promote learning of the information. In a preferred embodiment, a coupon is used to invite participation in the program, and the Internet is used to transmit the information, the quiz or questionnaire, and the answers.